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ABSTRACT

This library study guide was designed for business marketing students at the University of Wisconsin, Stout. The guide, and its accompanying exercises, were developed as an alternative to providing library instruction to approximately 150 business marketing students each semester. The guide introduces students to basic business reference sources in five categories: (1) newspaper and magazine indexes; (2) statistical resources; (3) industry specific resources; (4) directories; and (5) financial resources. Descriptive abstracts of each resource are included. Several questions are provided for each resource with accompanying answer keys. Five versions of the questions and five answer keys are provided to accommodate large classes. (THC)

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The Library Study Guide for Business was designed for business marketing students at UW-Stout. The guide, with accompanying exercise, was developed as an alternative to providing library instruction for approximately 150 business marketing students each semester.

The purpose of the Study Guide exercise is to introduce students to basic business reference sources. The sources included in the exercises are:

1. Newspaper and magazine indexes
   - Business Periodicals Index
   - New York Times Index
2. Statistical resources
   - Survey of Buying Power Data Service
   - American Statistical Index
3. Industry specific resources
   - Annual Statement Studies
   - Standard and Poors Industry Survey
4. Directories
   - Million Dollar Directory
   - Billion Dollar Directory
5. Financial resources
   - Moody's Manuals

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Descriptive abstracts of each resource are included in the guide. Several questions are provided for each resource with accompanying answer keys. Five versions of the questions and five answer keys are provided to accommodate large classes. A business pathfinder, referenced in the guide, is appended.

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PSR 101
REV 12/34
WP

UNIVERSITY OF WISCONSIN--STOUT
LIBRARY LEARNING CENTER
Library Study Guide for Business

PURPOSE: To introduce you to types of reference sources available in the business area. (Basic library skills are assumed).

In addition to the sources needed to complete the accompanying worksheet, other useful sources are listed on the guide "Business Information" available from the Library Learning Center.

Through this unit, you will have hands-on experience with the following sources which are important in business research:

NEWSPAPER AND MAGAZINE INDEXES
- Business Periodicals Index (Index tables and shelves)
- New York Times Index (Index tables and shelves)
- Periodicals and Newspaper Holding Record (PNHR) (Microfiche Stations)

STATISTICS
- Survey of Buying Power Data Service (REF HF 5415.2 .S94x)
- American Statistical Index (Index tables)

INDUSTRY SPECIFIC
- Annual Statement Studies (REF HF 5681 .B2R6)
- Standard and Poors Industry Survey (REF HG 4961 .S675x)

DIRECTORIES
- Million Dollar Directory (REF HC 102 .D8)
- Billion Dollar Directory (REF HC 102 .D81x)

FINANCIAL INFORMATION
- Moody's Manuals (REF HG 4961 .M--)

Brief explanations for each source are provided on the following pages. For more detailed information concerning the sources used here, check the explanation notes at the beginning of the volumes.

1. Business Periodicals Index

A subject index to business periodicals. It is published monthly (except August) with a bound annual cumulation.

2. New York Times Index

Provides information on business events and trends as well as information about individual companies. A summary is given for each (entry) article. Articles are arranged alphabetically by subject. Published semi-monthly with quarterly and annual cumulations.

3. Periodical and Newspaper Holding Record - PNHR

An alphabetical listing by title, of the journals, magazines, and newspapers found in this library. It gives information on the dates, volumes, and format (paper, microfilm or microfiche) of each title. This microfiche list (PNHR) can be found at various fiche stations throughout the library. The first 3 fiche contain the alphabetical list by title and the last fiche is a subject guide to our periodicals. All paper and microfilm periodicals are shelved on the second floor alphabetically by title; those issues on microfiche are in cabinets at the east end of that floor.

4. Survey of Buying Power Data Service

An annual service which is a spin-off of the July statistical issue of Sales & Marketing Management magazine. It is arranged in 3 sections. The first section covers population characteristics, effective buying income, total retail store sales, and various buying power indexes by county and city. The second section includes retail sales by individual store groups and merchandise line categories for the current year and for the 1977 census. The third section contains TV market data, plus metro and county area projections for population, effective buying income and retail stores.

5. American Statistics Index (ASI)

A guide to statistical publications by the U.S. government. It indexes, abstracts and provides the actual documents. It is published monthly and cumulated annually into an index volume and an abstract volume.

6. Robert Morris Associates. Annual Statement Studies.

Contains composite financial data on manufacturing, wholesaling, retailing, service and contracting lines of business. Financial statements on each industry are shown and are accompanied by widely used ratios. Explanations of the balance sheet and income data, and definition of ratios information appear at the front of the Statement Studies.

7. Standard & Poor's Industry Survey

Provides basic data on 69 important industries with ten-year financial comparisons of the leading companies in each. A "Basic Analysis" section for each industry is revised annually and a "Current Analysis" section is published quarterly. There are subject and company-name indexes to the surveys at the front of the volumes. Published quarterly and annually.

8. Million Dollar Directory

A 3-volume directory of U.S. businesses with an indicated net worth of over $500,000. The volumes are divided by net worth. Besides industrial concerns, the directory lists utilities, transportation companies, bank/trust companies, wholesalers/retailers and domestic subsidiaries of foreign corporations. The listings appear alphabetically, geographically, and by product classification.

9. America's Corporate Families/Billion Dollar Directory

Directory of 500 major U.S. ultimate parent companies with one billion dollars or more in annual sales. Criteria for parent company inclusion:

1) Annual sales of $50 million or more.
2) Conduct business from 10 or more locations.
3) Net worth of at least $500,000.
4) Controlling interest in one or more subsidiary companies.

Listings appear alphabetically, geographically, and by product (SIC) classification with a roster of corporate families.

10. Moody's Manuals

These manuals cover U.S., Canadian and foreign companies listed on U.S. stock exchanges. Information includes a brief history of each company and its operations, subsidiaries, properties, products, officers and directors. It is published annually with semi-weekly supplements. A paperback index to all volumes is shelved near the volumes. Each volume has its own alphabetical index in front. The six manuals are:

Moody's Industrial Manual

Moody's OTC Industrial Manual

Moody's Public Utility Manual

Moody's Transportation Manual

Moody's Bank and Finance Manual

Moody's Municipal & Government Manual

1. The company which you work for has assigned you to explore the possibility of expanding into the sunscreen sales market.
Use Business Periodicals Index from August 1980-July 1981 to find an appropriate article.

   a) Under what subject heading was information located?
   _____

   b) Title of article? _____

   c) Title of magazine or journal? _____

   d) Magazine or journal volume number _____ Pages _____ Date _____

2. You've been considering investing your money in a company that produces sunglasses.
Use the New York Times Index for 1980 to locate an article that would help you to make your investment decision.

   a) What is the length of the article? _____

   b) Date _____ Section _____ Page _____

   Column _____

3. Use the Periodical and Newspaper Holdings Record (PNHR) to see if this library receives the journal or magazine from Question #1.

   a) Does this library have that journal or magazine? _____

   b) If we own it, what is the format (microfiche, microfilm or paper copy) of the particular volume that you need? _____

4. For your advertising class, you must plan an advertising campaign for Pranges in Madison.
In order to develop your plan, you need to determine the number of households with an effective buying income of $15,000-$24,999 annually.
Turn to Survey of Buying Power Data Service 1981. (REF HF5415.2 .S94x)

   a) How many households in Madison had an income in that range during the preceding year? _____

   b) How does Madison rank in women's and girl's clothing sales? _____

   c) What is the projected change in Madison's population in the next five years?
   _____

5. For your econ class, you need specific statistics on the gross national product and the budget deficit. Using the 1981 index volume of American Statistical Index, ASI, you turn to the subject index. Please note: ASI is indexed also by category and by title of articles.

   a) Each entry in ASI is identified by a number called an accession number. What is the accession number for that particular citation?
   _____

   b) The companion Abstract volume is arrranged numerically by accession number. Locate the article abstract on GNP and the budget deficit. What is the article's title? _____

   c) The final step in using ASI is viewing the complete document on microfiche. Located in the Reference Room, the ASI fiche is arranged first by year and then by accession number.

6. A friend of yours is considering setting up a computer programming operation. She wants comparative information on how well this type of service has done in the past few years.
   Use Robert Morris Associate Annual Statement Studies (REF HF5681 .B2R6) for 1981 to show the increase in net sales from '78-'79 to '80-'81.

   Answer: '78-'79 _____
   '80-'81 _____

7. You are exploring a potential site for a clothing factory outlet and you want to find the general locations of most factory outlets in the U.S. today. Use Standard and Poor's Industry Surveys (REF HG 4961 .S675x) for April, 1982. Start with subject index at the front of the volume.

   Answer: _____

8. You are assigned to do research on an American corporation. For basic information, turn to the Million Dollar Directory. (REF HC102 .D8)

   a) According to the 3-volume comprehensive index, what volume lists Northeast Farm Service? _____

   b) Where is Northeast Farm Service? _____

   c) Turn to the "Business Geographic" section. List another business located in the same city as Northeast Farm Service. _____

9. In your sales class, you have been assigned a project on "Kentucky Fried Chicken."

   a) From the Cross Reference Index of Billion Dollar Directory, (REF HC102 .D81x) what is the parent company? _____

   b) What are other subsidiaries of that ultimate parent company, according to the ultimate parent index?

   _____
   _____
   _____

   c) What are the number of employees of that company? _____

10. You will be going for a job interview at the K-Mart Corporation in Michigan. You would like to know more about the corporation's history. Use Moody's Industrial Manual (REF HG4961 .M--) to find what name the company was first incorporated under, and the number of U.S. retail stores operating in 1981.

   a) Name? _____

   b) Number of retail stores: _____

ANSWER KEY A

A-1 a) Sun-care products

b) Retailers glow from sunscreen sales; consumers who know more, buy

c) Product Marketing

d) Vol. 9 Pg. 1† Oct., 1980

A-2 a) Medium

b) July 28 Sect. 4 Pg. 1 Column 1

A-3 Answer varies with each student's response.

A-4 1981 - Madison

a) 34,436

b) 137th

c) 5.8%

A-5 1981 - Gross National Product and Budget Deficit

a) 23848 - 135

b) Deficits: Their Impact on Inflation and Growth

A-6 351353 M

1117703 M

A-7 Northeast and Southeast U.S.

A-8 a) Volume 1

b) Decorah, Iowa

c) Carlson Feed Co. Inc.

ANSWER KEY A (continued)

A-9 a) Collins Food International

b) CFI, Kentucky Fried Chicken of CA. Sizzler Restaurant Intl.

c) 7100

A-10 a) S.S. Kresge Co.

b) 2053

1. The company which you work for has assigned you to explore the advantages of using plastic tape.
Use Business Periodicals Index from August 1979-July 1980 to find an appropriate article.

   a) Under what subject heading was information located?
   _____

   b) Title of article? _____

   c) Title of magazine or journal? _____

   d) Volume number _____ Pages _____ Date _____

2. You have heard that Caldor Inc will become part of a large multi-national company. Use the New York Times Index for 1981 to locate an article that would confirm this.

   a) What is the length of the article? _____

   b) Date _____ Section _____ Page _____

   Column _____

3. Use the Periodical and Newspaper Holdings Record (PNHR) to see if this library receives the journal or magazine from Question #1.

   a) Does this Library have that journal or magazine? _____

   b) If we own it, what is the format (microfiche, microfilm or paper copy) of the particular volume that you need? _____

4. For your advertising class, you must plan an advertising campaign for Pranges in La Crosse. In order to develop your plan, you need to determine the number of households with an effective buying power income of $15,000-$24,999 annually. Turn to Survey of Buying Power Data Service (REF HF5415.2 .S94x) 1981.

   a) How many La Crosse households had an income in that range during the preceding year? _____

   b) How does La Crosse rank in women's and girl's clothing sales? _____

   c) What is the projected change in La Crosse's population in the next five years?
   _____

5. For your econ class, you need specific statistics on inflation and its affects on agriculture. Using the 1981 index volume of American Statistical Index, ASI, you turn to the subject index (please note: ASI is indexed also by category and by title of articles).

   a) Each entry in ASI is identified by a number called an accession number. What is the accession number for that particular citation? _____

   b) The companion Abstract volume is arranged numerically by accession number. Locate the article abstract on inflation and its affect on agriculture. What is the article's title? _____

   c) The final step in using ASI is viewing the complete document on microfiche. Located in the Reference Room, the ASI fiche collection is arranged first by year and then by accession number.

6. A friend of yours is considering setting up a car wash. She wants comparative information of how well this type of service has done in the past few years. Use Robert Morris Associate Annual Statement Studies (REF HF5681 .B2R6) for 1981 to show the increase in net sales from '78-'79 and '80-'81.

   Answer: '78-'79 _____
   '80-'81 _____

7. You are considering introducings men's fragrances into your cosmetic retail outlet. You want to know which brand name products dominate the market. Use Standard and Poor's Industry Surveys (REF HG4961 .S675x) for July 1982.

   Answer: _____

8. You are assigned to do research on an American corporation. For basic information, turn to the Million Dollar Directory. (REF HC102 .D8)

   a) According to the 3-volume comprehensive index, what volume lists Assumption Co-op Grain? _____

   b) Where is Assumption Co-op Grain located? _____

   c) Turn to the "Business Geographic" section. List another business located in the same city as that corporation.

      _____

9. In your sales class, you have been assigned a project on Claussen Pickle Co.

   a) From the Cross Reference Index of Billion Dollar Directory, (REF HC102 .D81x), what is the parent company?

   _____

   b) What are other subsidiaries of the ultimate parent company (according to the ultimate parent company index)?

   _____
   _____
   _____

   c) What are the number of employees of that parent company? _____

10. You will be going for a job interview at the Xerox Corporation in Delaware. You would like to know more about the corporation's history.
    Use Moody's Industrial Manual (REF HG4961 .M--) for 1981 to find what name the company was first incorporated under and when it started.

    _____

ANSWER KEY B

REV 11/84

B-1 a) adhesive tape, plastic

b) Pressure sensitive tape cuts labor costs. (Polaroid SX-70 Land Camera)

c) Plastics World

d) Vol. 37 Pg. 38 August '79

B-2 a) long

b) Jan. 27, 1981 Sect. IV Pg. 4 Column 1

B-3 a) yes

b) paper

B-4 a) 11,197

b) 277

c) 6.5%

B-5 a) 1542-6.104

b) Review of the impact of inflation on agriculture

B-6 52091 M
71107 M

B-7 Avon, Revlon, Faberge, Swank

B-8 a) vol. 1

b) Assumption, Illinois

c) Sloan Implement Co. Inc.

B-9 a) General Foods Inc.

b) Birds Eye Inc., Entenmanns Inc., General Foods Trading Co., Oscar Mayer Foods Corp., Chefs Pantry, Rich Louis, North Street Capital Corp.

c) 53000

B-10 Haloid Co. April 18, 1906

1. The paper products company which you work for has assigned you to explore the possibility of getting into the tissue paper market.
Use Business Periodicals Index from August 1980-July 1981 to find an appropriate article.

   a) Under what subject heading was information located?
   _____

   b) Title of article _____

   c) Title of magazine or journal _____

   d) Volume number _____ Pages _____ Date _____

2. You need to find out if tissue paper production is expanding in Wisconsin.
Use the New York Times Index for 1981 to locate an article that would provide this information.

   a) What is the length of the article? _____

   b) Date _____ Section _____ Page _____ Column _____

3. Use the Periodical and Newspaper Holdings Record (PNHR) to see if this library receives the journal or magazine from Question #1.

   a) Does this Library have that journal or magazine? _____

   b) If we own it, what is the format (microfiche, microfilm or paper copy) of the particiular volume that you need? _____

4. For your advertising class, you must plan an advertising campaign for Pranges in Eau Claire. In order to develop your plan, you need to determine the number of households with an effective buying power of $15,000-$24,999 annually.
Turn to Survey of Buying Power Data Service 1981. (REF HF5415.2 .S94x)

   a) How many households in Eau Claire had an income in that range during the preceding year? _____

   b) How does Eau Claire rank in women's and girl's clothing sales? _____

   c) What is the projected change in Eau Claire's population in the next five years?
   _____

5. For your econ class, you need specific statistics on the gross national product and the exchange rate. Using the 1980 index volume of American Statistical Index, ASI, you turn to the subject index (please note: ASI is indexed also by category and by title of articles).

   a) Each entry in ASI is identified by a number called an accession number. What is the accession number for that particular citation? _____

   b) The companion Abstract volume is arranged numerically by accession number. Locate the article abstract on GNP and the exchange rate. What is the article's title? _____

   c) The final step in using ASI, is viewing the complete document on microfiche. Located in the Reference Room, the ASI fiche collection is arranged first by year and then by accession number.

6. A friend of yours is considering setting up a laundry and dry cleaners service. She wants comparative information on how well this type of service has done in the past few years.
   Use Robert Morris Associate Annual Statement Studies (REF HF5681 .B2R6) for 1981 to show the increase in net sales from '78-'79 to '80-'81.

   Answer: '78-'79 _____
   '80-'81 _____

7. You would like to expand your soy bean oil market through exportation. You want to know how the export market has done in the past compared to the domestic market.
   Use Standard and Poor's Industry Surveys (REF HG4961. S675x) for July 1981.

   Answer: Export _____

   Domestic _____

8. You are assigned to do research on an American corporation. For basic information, turn to Million Dollar Directory. (REF HC102 .D8)

   a) According to the 3-volume comprehensive index, what volume lists Workplace Systems, Inc? _____

   b) Where is the Workplace Systems, Inc. located? _____

   c) Turn to the "Business Geographic" section. List another business located in the same city as that corporation. _____

9. In your sales class, you have been assigned a project on Tom Thumb Stores.

   a) From the Cross Reference Index of Billion Dollar Directory, (REF HC102 .D81x) what is the parent company?_____

   b) What are other subsidiaries of the ultimate parent company (according to the ultimate parent company index)?

      _____
      _____
      _____

   c) What are the number of employees of that parent company? _____

10. You want to know more about the H.J. Wilson Co. and the number of stores they operate. Use Moody's OTC Industrial Manual (REF HG4961 .M--) for 1981 to find the information.

    Type of business _____
    Number of stores _____

ANSWER KEY C

C-1 a) Paper

b) Tissue: Slow growth and low operating rates.

c) Pulp & Paper

d) Vol. 55 Pg. 37 March, 1981

C-2 a) short

b) Jan. 30, 1981 Sect. IV Pg. 3 Column 6

C-3 a) no

b) not applicable

C-4 a) 15,070

b) 267th

c) 7.0%

C-5 a) 9366 - 7.19

b) Modeling Bilateral Exchange Rates in a Multi-Country Model.

C-6 128598 M

402446 M

C-7 2.35 billion lbs. (export)

11.8 billion lbs. (domestic)

C-8 a) Volume 1

b) Londonderry, N.H.

c) (No other business listed)

ANSWER KEY C (continued)

C-9 a) Cullum Cos Inc.

b) American Community Corp., Cullum Development, Gooch Packaging, Pages Drug, Pantry Foods, .

c) 12000

C-10 Catalog showroom 53 stores

1. The insurance company which you work for has assigned you to gather information on mopeds and their effects on insurance.
Use Business Periodicals Index from August 1981-July 1982 to locate an appropriate article.

   a) Under what subject heading was information located? _____

   b) Title of article? _____

   c) Author of article? _____

   d) Title of magazine or journal? _____

   e) Volume number _____ Pages _____ Date _____

2. Your boss wants to know what the trends are for the war toy market.
Use the New York Times Index for 1983 to locate an article that would provide the information.

   a) What is the length of the article? _____

   b) Date _____ Page _____ Column _____

3. Use the Periodical and Newspaper Holdings Record (PNHR) to see if this library receives the journal or magazine from Question #1.

   a) Does this library have that journal or magazine? _____

   b) If we own it, what is the format (microfiche, microfilm or paper copy) of the particular volume that you need? _____

4. For your advertising class, you must plan an advertising campaign for Pranges in Green Bay.
In order to develop your plan, you need to determine the number of households with an effective buying income of $15,000-$24,999 annually.
Turn to Survey of Buying Power Data Service 1980. (REF HF5415.2 .S94x)

   a) How many households in Green Bay had an income in that range during the preceding year? _____

   b) How does Green Bay rank in women's and girl's clothing sales? _____

   c) What is the projected change in Green Bay's population in the next five years? _____

5. For your econ class, you need specific statistics on income taxes in relation to IRS computer uses.
Using the 1980 index volume of American Statistical Index, ASI, you turn to the subject index (please note: ASI is indexed also by category and by title of articles).

   a) Each entry in ASI is identified by a number called an accession number. What is the accession number for that particular citation?

   _____

   b) The companion Abstract volume is arranged numerically by accession number. Locate the article abstract on income taxes in relation to IRS computer uses. What is the article's title?

   c) The final step in using ASI, is viewing the complete document on microfiche. Located in the Refernce Room, the ASI fiche collection is arranged first by year and then by accession number.

6. A friend of yours is considering setting up a long distance trucking operation. She wants comparative information on how well this type of service has done in the past.

   Use Robert Morris Associate Annual Statement Studies (REF HF5681 .B2R6) for 1980 to show the increase in net sales from '77-'78 to '79-'80.

   Answer: '77-'78 _____
   '79-'80 _____

7. You are considering expanding your tire sales and want to know if the replacement market or automakers is more profitable.
Use Standard and Poor's Industry Surveys (REF HG4961 .S675x) for January 1982.

   Answer: _____

8. You are assigned to do research on an American corporation. For basic information, turn to the Million Dollar Directory. (REF HC102 .D8)

   a) According to the 3-volume comprehensive index, what volume lists Dollar Savers Stores Inc.? _____

   b) Where is Dollar Savers Stores Inc. located?

   _____

   c) Turn to the "Business Geographic" section. List another business located in the same city as that corporation.

   _____

9. In your sales class, you have been assigned a project on Star Kist Foods.

   a) From the Cross Reference Index of Billion Dollar Directory, (REF HC102 .D81x) what is the parent company?_____

   b) What are other subsidiaries of the ultimate parent company (according to the ultimate parent company index)?

   _____
   _____
   _____

   c) What are the number of employees of that parent company? _____

10. You are going for a job interview at the Computer and Communications Technology Corp. You want to know when the company started and if it had a former name. Use Moody's OTC Industrial Manual (REF HG4961 .M--) for 1980 to find the information.

    Date _____

    Name _____

ANSWER KEY D

REV 11/84

D-1 a) Bicycles

b) Underwriting update: mopeds and flypeds.

c) No author

d) Best's Review Life/Health Insurance Edition

e) Vol. 82 Pgs. 42+ August 1981

D-2 a) Long

b) Feb. 13, 1983 Sect. III Pg. 27 Column 1

D-3 a) No

D-4 a) 22,117

b) 180

c) 8.8%

D-5 a) 26108 - 979

b) IRS can expand & improve computer processing of information returns.

D-6 6214757 M
6725046 M

D-7 Replacement market

D-8 a) Volume 3

b) Ponca City, OK

c) Crisp, Melvin
Ponca Iron & Metal Co.
Douglass Enterprises
Heater Technology Inc.
Keathly Nursery
Ponca City Country Club
S & S Dress Shop
Security Bank & Trust Co.

ANSWER KEY D (continued)

D-9 a) Heinz

b) Gagliardi Brothers, Heinz of Canada, Gaico Foods, Weight Watchers (etc.), Hubinger, Ore-Ida, Camargo, Foodways Intl., Ocean Fisheries.

c) 35000

D-10 a) June, 1969 Information Magnetics Corp.

1. The construction company which you work for has assigned you to gather information about asphalt roofing.
Use Business Periodicals Index from August 1976-July 1977.

   a) Under what subject heading was information located?
   _____

   b) Title of article? _____

   c) Author of article? _____

   d) Title of magazine or journal? _____

   e) Volume number _____ Pages _____ Date _____

2. You are researching job opportunities in the ceramics industry. Use the New York Times Index for 1982 to locate an article that would provide some information.

   a) What is the length of the article? _____

   b) Date _____ Section _____ Page _____ Column _____

3. Use the Periodical and Newspaper Holdings Record (PNHR) to see if this library receives the journal or magazine from Question #1.

   a) Does this library have that journal or magazine?_____

   b) If we own it, what is the format (microfiche, microfilm, or paper copy) of the particular volume that you need? _____

4. For your advertising class, you must plan an advertising campaign for Pranges in Wausau.
In order to develop your plan, you need to determine the number of households with an effective buying income of $15,000-$24,999 annually.
Turn to Survey of Buying Power Data Service (REF HF5415.2 .S94x) 1980.

   a) How many households in Wausau had an income in that range during the preceding year? _____

   b) How does Wausau rank in women's and girl's clothing sales? _____

   c) What is the projected change in Wausau's population in the next five years?
   _____

5. For your econ class, you need specific statistics on the Wisconsin livestock report. Using the 1979 index volume of American Statistical Index, ASI, you turn to the subject index (please note: ASI is indexed also by category and by title of articles).

   a) Each entry in ASI is identified by a number called an accession number. What is the accession number for that particular citation?_____

   b) The companion Abstract volume is arranged numerically by accession number. Locate the article abstract of the Wisconsin livestock report. What is the article's title? _____

   c) The final step in using ASI, is viewing the complete document on microfiche. Located in the Reference Room, the ASI fiche collection is arranged first by year and then by accession number.

6. A friend of yours is considering setting up a travel agency. She wants comparative information on how well this type of service has done in the past. Use Robert Morris Associate Annual Statement Studies (REF HF5681 .B2R6)for 1980 to show the increase in net sales from '78-'79 to '79-'80.

   Answer: '78-'79 _____

   '79-'80 _____

7. You are exploring the possibility of expanding your present clothing production to include sportswear and you want to know of recent trends in the market. Use Standard and Poor's Industry Survey (REF HG4961 .S675x) for October 1981.

   Recent trends are:

   _____

8. You are assigned to do research on an American corporation. For basic information, turn to the Million Dollar Directory. (REF HC102 .D8)

   a) According to the 3-volume comprehensive index, what volume lists Badger Iron Works Inc.?

   _____

   b) Where is Badger Iron Works Inc. located?_____

   c) Turn to the "Business Geographics" section. List another business located in the same city as that corporation.

   _____

9. In your sales class, you have been assigned a project on Herrschners.

   a) From the Cross Reference Index of Billion Dollar Directory, (REF HC102 .D81x) what is the parent company? _____

   b) What are other subsidiaries of the ultimate parent company (according to the ultimate parent company index)?

   _____
   _____
   _____

   c) What are the number of employees of that parent company? _____

10. You are aware that the A.E. Staley Manufacturing Co. is involved in food processing but you want to know what they process and produce.
    Use Moody's Industrial Manual (REF HG4961 .M--) for 1980 for the information.

    Process _____

    Produce _____

ANSWER KEY E

REV 11/84

E-1 a) Roofing, asphalt

b) Trends in asphalt roofing

c) R.C. Reschke

d) Professional Builder & Apartment Business

e) Vol. 41 Pgs. 56 July, 1976

E-2 a) Medium

b) March 28, 1982 Sect. XII Pg. 23 Column *

E-3 a) Yes

b) Paper

E-4 a) 11,875

b) 292

c) 8.4%

E-5 a) 1606 - 1.8

b) Improvements in cooperative livestock marketing, a study of the equity cooperative livestock sales assoc.

E-6 404680 M

297306 M

E-7 Preppy, Ivy League

E-8 A) Volume 3

b) Menomonie, WI

c) First Bank & Trust

ANSWER KEY E (continued)

E-9 a) Quaker Oats Co.

b) ADCOM Inc., Bank Jos A Clothiers, Bank Joseph A Mnf Co, Brookstone, Rockford Can Co., Wolf Brand Products.

c) 2600

E-10 Process: corn & soybeans.

Produce: sweetners, starches, proteins & oils.

1. The company for which you work has assigned you the project of finding the effects of glass pipes on injection wells.
Use Business Periodicals Index from August 1982-July 1983x to find an appropriate article.

   a) Under what subject heading was information located?
   _____

   b) Title of article? _____

   c) Author of article? _____

   d) Title of magazine or journal? _____

   e) Volume _____ Pages _____ Date _____

2. You are doing a report on popcorn, product and marketing. Use the New York Times Index for 1980 to locate an article with information on the topic.

   a) What is the length of the article? _____

   b) Date _____ Section _____ Page _____ Column _____

3. Use the Periodical and Newspaper Holdings Record (PNHR) to see if this library receives the journal or magazine from Question #1.

   a) Does this library have that journal or magazine? _____

   b) If we own it, what is the format (microfiche, microfilm or paper copy) of the particular volume that you need? _____

4. For your advertising class, you must plan an advertising campaign for Pranges in Racine.
In order to develop your plan, you need to determine the number of households with an effective buying income of $15,000 to $24,999 annually.
Turn to Survey of Buying Power Data Service 1980. (REF HF5415.2 .S94x)

   a) How many households in Racine had an income in that range during the preceding year (1980)? _____

   b) How does Racine rank in women's and girl's clothing sales? _____

   c) What is the projected change in Racine's population in the next five years?
   _____

5. For your econ class, you need specific statistics on capital investments and Amtrack. Using the 1979 index volume of American Statistical Index, ASI, you turn to the subject index (please note: ASI is indexed also by category and by title of articles).

   a) Each entry in ASI is identified by a number called an accession number. What is the accession number for that particular citation?

   _____

   b) The companion Abstract volume is arranged numerically by accession number. Locate the article abstract on capital investments and Amtrack. What is the article's title?

   _____

   c) The final step in using the ASI, is viewing the complete document on microfiche. Located in the Reference Room, the ASI fiche collection is arranged first by year and then by accession number.

6. A friend of yours is considering setting up an auto repair shop. She wants comparative information on how well this type of service has done in the past few years.
   Use Robert Morris Associate Annual Statement Studies (REF HF5681 .B2R6) for 1981 to show the increase in net sales from '77-'78 to '79-'80.

   Answer: '77-'78 _____

   '79-'80 _____

7. You are analyzing the cement market for a construction firm. You need to find out which areas of the U.S. were hit by the building slump of 1980.
   Use Standard and Poor's Industry Surveys (REF HG4961 .S675x) for January 1982.

   Answer: _____

8. You are assigned to do research on an American corporation. For basic information, turn to the Million Dollar Directory. (REF HC102 .D8)

   a) According to the 3-volume comprehensive index, what volume lists Gila River Products? _____

   b) Where is Gila River Products located? _____

   c) Turn to the "Business Geographics" section. List another business located in the same city as that corporation. _____

9. In your sales class, you have been assigned a project on Pizza Hut Inc.

   a) From the Cross Reference Index of Billion Dollar Directory, (REF HC102 .D81x) what is the parent company?

   _____

   b) What are other subsidiaries of the ultimate parent company (according to the ultimate parent company index)?

   _____
   _____
   _____

   c) What are the number of employees of that parent company? _____

10. You are going for a job interview at the Corning Glass Works in New York. You want to find out the basic trademarks that Corning uses.
    Use Moody's Industrial Manual (REF HG4961 .M--) for 1980 for your answer.

    Answer: _____

ANSWER KEY F

REV 11/84

F-1 a) Pipes, glass

b) Fiber glass tubing saves redrilling leaky injection wells.

c) D. W. Kapple

d) World Oil

e) Vol. 195 Pg. 62-6 Sept. 1982

F.2 a) Medium

b) Aug. 14, 1980 Sect. IV Pg. 13 Column 1

F-3 a) No

F-4 a) 23,052

b) 262

c) 3.3%

F-5 a) 26104 - 9

b) Amtrak's inventory and property controls need strengthening.

F-6 127985 M

356435 M

F-7 Midwest, north central states and the Northwest.

F-8 a) Volume 2

b) Chandler, AZ

c) Jordon Farms
Drosos, Arthur
Crafco Inc.

ANSWER KEY F (continued)

F-9 a) Pepsico

b) Frito Lay, North Am. Van Lines, Franchise Services, Taco Bell, Bellfoods

c) 9500

F-10 Corning, Pyrex, Corning Ware, Corelle & Vycor